



MAR 11 1996

March 6, 1996

TO: M. A. Young
J. R. Loftin, Jr.
R. C. Farmer
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R.F. (RICH) KANE
Regional Sales Manager

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Re: Retail Rep Presentations

Gentlemen:

Enclosed are copies of presentations KAMs/AMs made to Region Retail Reps at our annual meeting. Details are as follows:

C-Store Section

- Overview of importance / volume, etc.
- Discussion of displays, POGs, compliance.

Supermarket Section

- Same as above.
- Details on fixtures, types, # rows, terminology, self-service vs NSS, etc.

Contract Section

- Contains RJR provided brochures on Levels, etc.
- Spreadsheet which equates contract plan/type to # displays required.
- Retail Reps thought above was a great reference tool for compliance, etc.

If you have any questions or need further clarifications, please do not hesitate to contact me.

Sincerely,

R. F. Kane

RFK/nsk
Attachments

cc: D. L. Wilmesher (w/o attach)
Julie Sanders (w/attach) "We work for smokers."

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